



Sponsorship & Advertising Army Panel

Tuesday, August 6
Atlanta, GA



Session



- Introductions
- Legal
- Policy
- Financial Reporting
- Programs
- Q&A



Panel



- Steven Rosso – CFSC Legal Counsel
- Julie Hess – CFSC Corporate Partnerships Director
- Gabriele Perez – CFSC Management Analyst
- Pierre Laxa – CFSC Client Relations
- Kristen Campbell – CFSC Client Relations
- Chris French – CFSC NAF Financial Management Policy
- Anna Marie Fiordaliso – Ft Dix FMD



Legal



- Trademark - Use of MWR logo
- ?



Policy



- ACS update
- DoDI 1015.10 (Encl. 9 and 10)
http://www.dtic.mil/whs/directives/corres/pdf/i101510wch1_110395/i101510p.pdf
- AR 215-1 (7-47)
http://www.armymwr.com/corporate/regulations/r215_1.pdf
- Army Sponsorship Desk Reference
<http://www.armymwr.com/corporate/docs/marketing/corporatepartnerships/CSDeskReference.pdf>



Financial Reporting



- FY01
- Revised financial reporting forms and guidance
- SMIRF
 - www.hqmwrr.army.mil
 - MIS Applications
 - SMIRF
- FY03 Budget Guidance
 - http://www.armymwr.com/corporate/operations/financial/operating_guidance/03guide/default.html
- Expense Reporting
 - Salaries



Scenario #1



- Scenarios
 - Sponsor VIP Recognition Function
 - Rented tablecloths
 - Purchased centerpieces
 - Appetizers
 - Printed event program
 - Created sponsorship and advertising brochure



Scenario #2



- Soldier Show
 - Rent generator
 - Pay for cast and crew meals and lodging
 - Soldier Show Marketing and promotion (posters, flyers)
 - Awards for the local representatives of the national sponsors



Scenario #3



- Sports Tournament/Fun Run
 - Fun Run Advertising
 - Proposals to obtain local sponsors
 - Purchasing water and t-shirts
 - Sponsor Awards
 - VIP tent rental and setup



2002/2003 Programs



- Hyundai Army MWR Test Drive
 - 9 installations
 - Online sweepstakes,
www.armymwr.com/portal/events
- Army Concert Tour
 - Outdoor
 - Indoor
- Franchise Advertising
- IEG Training
- Expense Accounts
- Award Program



Questions?
Concerns?